

Director of Communication (FT)

Profile & Job Description

The Director of Communication is responsible for leading the church-wide communication strategy and vehicles supporting the mission and vision of College Park Church. Part creative director, part story-teller, part project manager, and part culture-influencer, the Director of Communication is responsible for leveraging the collective capabilities of the communication staff and volunteers.

Specifically, the Director of Communication serves to help us shepherd our congregation, build trust, and mobilize our people for living on mission through our communication vehicles. He or she is responsible for fostering quality and effectiveness in College Park's communications, helping identify and platform stories within the church, providing day-to-day team leadership of the Communication Team, and maintaining the College Park brand and visual identity. Additionally, the Director leads in assessing and addressing the continual communication needs of CPC ministries and, in turn, utilizing the most effective communication support using print, digital, video, and social media communication.

The Director should be a committed follower of Jesus who loves the local church and desires to see the gospel and God's kingdom advanced. As a professional, he or she should be a creative thinker, a good team leader, a good problem-solver, and be able to find the right words and means to tell the stories of what God is doing in and through College Park Church.

The Director of Communication is responsible for providing day-to-day leadership to 3-4 Communication Team staff members, plus volunteers and contractors, under the supervisory leadership of the Executive Dir. of Communication & Staff Development.

EDUCATION & SKILL REQUIREMENTS

- Bachelor's degree and at least five years experience in a field such as marketing, communication, project management, video production, or technology
- Some ministry experience in a church or para-church organization as a volunteer or employee
- Direct experience in developing and implementing communication or marketing strategies and plans
- Team leadership experience of a small to medium-sized team
- Effective communicator in spoken and written communication
- Experience managing large projects
- Experience with Adobe Creative Suite and other graphic design tools a plus
- Experience with video production and/or film-making a plus
- Experience with project management tools a plus
- Track record of leadership, influence, and making a contribution
- Highly organized and a good manager of time and deadlines

PASSION & CALLING

- Passionate about the mission, core values, and strategy of College Park Church
- Senses a calling to vocational ministry and a love for the local church
- Motivated to help the College Park Church leadership and staff effectively use their gifts and desires personally to ignite a passion to follow Jesus

SPIRITUAL DEVELOPMENT

- Is a member, or willing to become a member, of College Park Church and work under the direction of the Elders and Pastors
- Demonstrates a stable, growing, and mature Christian life
- Desire to be Christ-like in all aspects of the job

NECESSARY GIFTS & ABILITIES

- Able to be a servant leader, a good role model, and trustworthy
- Has a strong work ethic – meets deadlines, is organized, can be trusted, uses time wisely
- Can balance being a self-starter with respectfully and appropriately asking questions and influencing improvement
- Can strike a balance and blending of the creative and logical aspects of communication in its various forms

SPECIFIC RESPONSIBILITIES & DUTIES

The Director of Communication serves in the following ways:

- Unify and align College Park Church communications
- Partner with ministries, meeting with them and creating communications plans to mobilize their specific audiences to respond
- Ensure high-quality and highest impact communication are created for both internal and external audiences
- Facilitate the design process for communication projects
- Leverage and direct video resources for effective story-telling and promotion
- Work in concert with other ministry teams such as campus teams, worship arts, community life, Sunday morning guest services, etc.
- Lead and manage a communication team of staff and volunteers to help implement communications strategies and tactics
- Lead or co-lead a story team to capture and celebrate the stories and evidence of God's work in and through our church
- Owning and managing the church's brand/identity
- Helping strategize and plan communications/marketing for 1-2 years

Other specific responsibilities include the following:

- Develop and implement church-wide communication strategies
- Lead the Communication Team execution of project management standards, capability hours, and measures for communication initiatives and branding
- Oversee the team's production of printed communications, email, website, social media, Sunday morning promotion, and videos
- Assist the Exec. Director of Communication & Staff Development in facilitating creative and strategic collaboration with the Worship Arts teams and leaderships teams at all College Park Church campuses
- Provide creative leadership and direction to communication planning for major College Park events and weekly worship services
- Lead the communication volunteer team with support from others on the team
- Contribute to projects related to staff culture, staff development/training, signage, multi-site campuses, and stewardship/donor gratitude
- Maintain expertise in emerging communication and marketing trends with the use of technology in the church context

ANTICIPATED TIME COMMITMENTS

- This is a full-time, salaried, exempt position, 40-45 hours per week
- Attend weekly staff meetings and other staff functions
- Occasional availability on Sunday mornings and evening Members Meetings for as-needed setup and support

ABOUT COLLEGE PARK CHURCH

College Park Church is a vibrant multi-site church with a mission to ignite a passion to follow Jesus. Founded in 1985, College Park Church has a rich heritage rooted in the core values of the pre-eminence of Jesus, the authority of the Word, redemptive community, Biblical unity in diversity, extravagant grace, and the call to go. College's Park's story includes being able to reach the unreached globally, serve the underserved in our city, and pursue the unchurched populations in our region through outreach and a unique campus model of multi-site campuses becoming locally self-governing churches. College Park has campuses in the Indianapolis-metro area with a weekly attendance of approximately 4,500.